

Dentistry (English)			
Bachelor	TR-NQF-HE: Level 6	QF-EHEA: First Cycle	EQF-LLL: Level 6

Course Introduction and Application Information

Course Code:	UNI106		
Course Name:	Global Business Trends		
Semester:	Spring		
Course Credits:	ECTS 5		
Language of instruction:	English		
Course Condition:			
Does the Course Require Work Experience?:	No		
Type of course:	University Elective		
Course Level:	Bachelor TR-NQF-HE:6. Master`s Degree</div> <div>QF-EHEA:First Cycle</div> <div>EQF-LLL:6. Master`s Degree		
Mode of Delivery:	Face to face		
Course Coordinator:	Prof. Dr. GÖKHAN TORLAK		
Course Lecturer(s):	Dr. Öğr. Üy. Gülsüm Gökgöz		
Course Assistants:			

Course Objective and Content

Course Objectives:	To understand the impacts of globalization and to develop the ability to think strategically about global business issues. To equip students with the basic facts of globalization, the economic underpinnings of globalization, and the major trends and institutions shaping the global economy and the future of international management. To understand macroeconomic concepts and issues, the role of government policies in determining macroeconomic outcomes, and the implications of the economic environment for global and international business. To provide students with a
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	framework for assessing a country's prospects for global business and its competitiveness in the global business and economic environment. To learn to assess the business environment in other countries, including economic and financial structures, institutions and institutional voids, business practices, regulatory systems, and cultural and social conditions.
Course Content:	Global business trend from past to today, the history of business, industry revolutions, industry 4.0, digitalization and the new business models and trends in the new century

Learning Outcomes

The students who have succeeded in this course;

- 1) Knowledge of business processes from past to today
- 2) Learning the impact of the industry 4.0 on the changes in business life
- 3) Learning the effects of industry 4.0 and digitalization on global business trends.
- 4) Having an idea about global business trends in the lights of political, economic and technological developments

Course Flow Plan

Week	Subject	Related Preparation
1)	Course Description and Global Economic Outlook	
2)	History of Business	
3)	The History of Industry Revolutions	
4)	Industry 4.0	
5)	Globalization	
6)	Digital Transformation	
7)	Branding	
8)	Technological Trends	
9)	Project Presentations	
10)	Project Presentations	
11)	Project Presentations	
12)	Project Presentations	
13)	New Business Models	
14)	Summary and Overview of the Course	

Sources

Course Notes / Textbooks:	Öğretim üyesi notları Lecturer's notes
References:	Öğretim üyesi notları Lecturer's notes

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				
1) Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.				
2) Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.				
3) Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.				
4) Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.				
5) Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.				
6) Shares, compares, and exchanges dental knowledge with professional colleagues in social and scientific environments in written, verbal, and visual forms.				
7) Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.				
8) Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.				
9) By adopting the principle of lifelong learning throughout the dentistry profession, follows current evidence-based dental knowledge and uses it during his professional practice.				

10) During dental practice, in cases such as abuse and addiction, performs the treatment by exhibiting the behaviors required by social ethics and legal rules, and collects and records the relevant data.	1	2	3	4
11) Uses basic and current knowledge in the field of dentistry during professional practice for the benefit of society within the framework of national values and country realities.				
12) In natural disasters and emergency cases, takes the protective measures required by the dentistry profession; performs professional practices that benefit patients and society				
13) Generates ideas regarding health policy in dentistry, prioritizes individual and public health, and carries out preventive and therapeutic medical practices within the framework of scientific, ethical, and quality processes.				
14) Differentiates the signs and symptoms commonly encountered in the dentistry profession, makes a treatment plan and refers when necessary, and manages diseases and clinical situations regarding their urgency and patient priority.				
15) Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

	Program Outcomes	Level of Contribution
1)	Has basic and up-to-date knowledge in the field of dentistry, follows scientific publications, and applies evidence-based data to his/her professional practice.	
2)	Knows well and effectively uses devices, tools, and materials specific to diagnosis and treatment in the field of dentistry.	
3)	Evaluates the knowledge in the field of dentistry critically, integrates it with the knowledge of disciplines in the field of health, uses it by analyzing and synthesizing it.	
4)	Produces projects related to the field of dentistry, can work with other health disciplines, takes part as a member of the research team and evaluates and reports the results obtained at a scientific level.	
5)	Uses information that will contribute to the dentistry profession during practice, takes responsibility, and produces solutions in unforeseen situations.	
6)	Shares, compares, and exchanges dental knowledge with professional colleagues in	

	social and scientific environments in written, verbal, and visual forms.	
7)	Within the framework of social, scientific, and ethical values including patient privacy, communicates with patients and their relatives, knows all the characteristics of the patient, and recommends the most appropriate treatment with a patient-centered approach.	
8)	Follows technological developments, participates in national and international studies, and shares and presents own observations, experiences, and research to further advance dental practices.	
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15)	Can assume the leadership responsibility of the team he/she works for, manage it following scientific criteria, and support the professional development of the team.	

Assessment & Grading

Semester Requirements	Number of Activities	Level of Contribution
Project	1	% 50
Final	1	% 50
total		% 100
PERCENTAGE OF SEMESTER WORK		% 50
PERCENTAGE OF FINAL WORK		% 50

total	% 100
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Workload and ECTS Credit Calculation

Activities	Number of Activities	Preparation for the Activity	Spent for the Activity Itself	Completing the Activity Requirements	Workload
Course Hours	14	1	3		56
Study Hours Out of Class	14	1			14
Project	1	25			25
Final	1	25			25
Total Workload					120